

Message Text

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PAGE 01 BRASIL 07191 01 OF 02 182027Z

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

----- 106589

R 181430Z AUG 75

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 0996

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS SECTION 1 OF 2 BRASILIA 7191

E.O. 11652: N/A

TAGS: BEXP; BR

SUBJECT: BRAZIL FY-75 CCP - END-OF-YEAR REVIEW (INCLUDING
FOURTH QUARTER PROGRESS REPORT)

REF: BRASILIA 6404

1. SUMMARY. EMBASSY ACTION GROUP (EAG) MET AUGUST 8 TO CONSIDER END-OF-YEAR REVIEW OF FY 1975 CCP. EAG FOUND THAT COMMERCIAL PROGRAM FOR FY 75 COMPLETED ON TARGET WITH MINOR EXCEPTIONS NOTED BELOW, SOME OF WHICH DUE TO EVENTS BEYOND POSTS' CONTROL (E.G., DELAY IN ESTABLISHING SAO PAULO AIRPORT COMMISSION). TRADE OPPORTUNITIES SUBMITTED EXCEEDED TARGET SET. FINAL QUARTER SAW SUCCESSFUL SUPPORT FOR SEVERAL TRADE PROMOTION EFFORTS NOT PROGRAMMED IN CCP. EAG ALSO DISCUSSED FOLLOWING SUBJECTS: A) CHANGING IMPORT CLIMATE IN BRAZIL WITH REFERENCE CCP FY 76; B) MAJOR PROJECTS TASK FORCES AND C) ACTIVITIES OF NEWLY FORMED VISIT USA COMMITTEE. LAST THREE WILL BE REPORTED SEPTEL. END SUMMARY.

2. FOLLOWING REPORT ON FY CCP BEING SUBMITTED BY CABLE AS IT IS ALREADY OVERDUE FOR REASON CITED REFTEL. SUBSEQUENT AIRGRAM WILL DEAL WITH QUANTIFICATION REQUIREMENTS OF REPORT IN TERMS OF RESOURCES ALLOCATED AND RESULTS OBTAINED. ALL ACTIONS OM CAMPAIGNS REQUIRED BY JUNE 30 COMPLETED WITH FOLLOWING EXCEPTIONS
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PAGE 02 BRASIL 07191 01 OF 02 182027Z

AND ADDITION:

(A) CAMPAIGN NO. 1. CAMPAIGN MANAGER (CM) MADE 6 CALLS ON ENERGY EQUIPMENT MANUFACTURERS. TARGET OF 25 CALLS WAS DIFFICULT TO MEET SINCE MOST MANUFACTURERS ARE LOCATED IN THE SAO PAULO AREA AND CM IS IN RIO. WITH FORMATION OF INTERNATIONAL CONSORTIA TO BUILD ITAIPU PROJECT, CM SPENT CONSIDERABLE TIME KEEPING UP WITH DEVELOPMENTS THIS SECTOR.

(B) CAMPAIGN NO. 2. RESPONSIBILITY FOR CAMPAIGN DURING FOURTH QUARTER WAS TRANSFERRED TO ROBERT CARLSON IN SAO PAULO. SINCE 1976 BRAZILIAN INTERNATIONAL AEROSPACE SHOW HAS BEEN CANCELLED AND SAO PAULO AIRPORT COMMISSION HAS NOT YET BEEN ESTABLISHED, PERTINENT ACTIONS CALLED FOR UNDER CAMPAIGN COULD NOT BE CARRIED OUT. CONSIDERABLE TIME, HOWEVER, WAS SPENT ASSISTING US ENGINEERING FIRMS ESTABLISH BRAZILIAN OFFICES IN ORDER TO BE IN POSITION TO BID ON FUTURE AIRPORT PROJECTS.

(C) CAMPAIGN NO. 3. ALL OBJECTIVES IN PREPARATION FOR MECANICA 75 COMPLETED TO DATE. IN ADDITION SAO PAULO CONDUCTED TRADE MISSION ORGANIZED BY PENNSYLVANIA DEPARTMENT OF COMMERCE WHICH PRIMARILY INCLUDED FIRMS MANUFACTURING METALWORKING EQUIPMENT.

(D) CAMPAIGN NO. 6. TWO UNPROGRAMMED TRADE MISSIONS FEATURING AGRICULTURE EQUIPMENT WERE CONDUCTED, I.E., NON-IOGA IOWA DEVELOPMENT COMMISSION TRADE MISSION AND ROCKY MOUNTAIN STATE IOGA MISSION. COMMERCIAL OFFICERS IN BRASILIA, SAO PAULO AND RIO HAD OPPORTUNITY SUPPORT OBJECTIVES THIS CAMPAIGN DURING VISIT OF SECRETARY OF AGRICULTURE BUTZ AND USDA OFFICIALS IN JUNE. EVALUATION OF ESTEIO EXHIBITION IN RIO GRANDE DO SUL COVERED DURING VISIT OF COUNTRY MARKETING MANAGER TO PORTO ALEGRE. EVALUATION OF UBERABA SHOW IN MINAS GERAIS NOT COMPLETED DUE TO TIME RESTRICTIONS BUT WILL BE FORWARDED IN NEAR FUTURE.

3. FOLLOWING ACTIONS WERE TAKEN IN SUPPORT OF OVERALL CCP OBJECTIVES BUT NOT PROGRAMMED UNDER A SPECIFIC CAMPAIGN. SUPPORTED PAN-AMERICAN/GREYHOUND TRADE MISSION PROMOTING TOURISM TO U.S.; CONDUCTED TRADE MISSION OF US MANUFACTURERS OF EQUIPMENT FOR PETROCHEMICAL INDUSTRY; CONGEN SAO PAULO PERFORMED SURVEY OF INDUSTRIAL FIRMS IN CURITIBA AREA FOR ESTABLISHMENT OF U.S. CHAMBER OF COMMERCE IN AREA.

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PAGE 03 BRASIL 07191 01 OF 02 182027Z

4. TARGET NUMBER OF SUBMISSIONS OF TRADE OPPORTUNITIES WAS 100. BASED ON FIGURES PROVIDED BY ALL POSTS, TOTAL NUMBER SUBMITTED WAS 118. TOTAL NUMBER OF WTDR'S SUBMITTED BY ALL POSTS WAS 793 COMPARED TO ESTIMATE OF 950 (CAMPAIGN OBJECTIVE WAS TO DECREASE WTDR'S). TOTAL ADS SUBMISSIONS FOR ALL POSTS WAS 250 WITH 25 ADDITIONAL "FOLLOW-UPS" COMPARED TO ESTIMATE OF 300.

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PAGE 01 BRASIL 07191 02 OF 02 182031Z

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INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

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UNCLAS SECTION 2 OF 2 BRASILIA 7191

5. IMPROVED UTILIZATION OF NEW USIA EXPORT PROMOTION OBJECTIVES FOR THE YEAR INCLUDE THE MANAGEMENT OF THE COMMERCIAL LIBRARY IN SAO PAULO. STRONG SUPPORTIVE ACTIONS BY ALL USIS POSTS, INCLUDING CURITIBA, WHERE THERE IS NO FOREIGN SERVICE OFFICER, PUBLISHING AND MAILING OF THE COMMERCIAL NEWSLETTER WITH CONSIDERABLE FEATURE AND EDITORIAL INPUT, REGULAR TRAVEL PROMOTION FILM SHOWINGS AT USA CENTER IN RIO, CONSIDERABLE VISIT USA MATERIAL PLACED IN NATIONAL TV SERIES "REALIDADES," AND STRONG ACROSS-THE-BOARD USE OF USIS RESOURCES AT ALL POSTS TO PROMOTE TRADE MISSIONS, EXHIBITIONS AND COMMERCIAL INTERESTS.

6. INPUT INTO THE COMMERCIAL PROGRAM FROM OTHER USG PERSONNEL INCLUDES:

- A) CLOSE WORKING RELATIONSHIP WITH FAA REPRESENTATIVE IN THE KEY SECTOR OF AIRPORT PROJECTS.
 - B) COORDINATION WITH SCIENCE OFFICER ON SUCH WIDELY-DIFFERING SUBJECTS AS BRAZIL'S NUCLEAR PROGRAM TO ADVISE ON CONTACTS FOR HIGHLY TECHNICAL PRODUCTS REPRESENTED ON TRADE MISSIONS OR BY VISITING BUSINESSMEN.
 - C) SUPPORT FROM JBUSMC AND DAO IN FACILITATING MILITARY SALES BY PROVIDING ASSISTANCE TO US INDUSTRY REPRESENTATIVES IN MAKING DIRECT SALES TO THE BRAZILIAN ARMED FORCES. JBUSMC PARTICIPATED IN LONG-RANGE MODERNIZATION PLANNING TO MEET VALID HOST COUNTRY REQUIREMENTS, REPOSED TO BRAZILIAN REQUESTS FOR PROFESSIONAL AND TECHNICAL INFORMATION ON U.S. EQUIPMENT AND SERVICES, AND MONITORED FOREIGN MILITARY
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PAGE 02 BRASIL 07191 02 OF 02 182031Z

SALES PROGRAMS.

D) COORDINATION WITH AID AND THE COUNTRY TEAM POST-
USAID LINKAGE COMMITTEE FOR SUGGESTIONS FOR POST-USAID
TECHNICAL EXCHANGE ACTIVITIES WHICH COULD ORIENT FUTURE PROJECT
LEADERS TOWARD US EQUIPMENT AND TECHNOLOGY.
E) ASSISTANCE FROM AGRICULTURAL ATTACHE IN HIGH-
LIGHTING TRADE OPPORTUNITIES FOR NON-AGRICULTURAL ITEMS
USED BY AGRIBUSINESS COMMUNITY.

7. IN REVIEWING OUR COMMERCIAL EFFORTS DURING FY
75 THE EAG FOUND THAT MORE TIME AND EFFORT THEN PRO-
GRAMMED IN THE CCP WAS SPENT IN WRESTLING WITH A BROAD
RANGE OF NEW IMPORT REGULATIONS PROMULGATED BY GOB
AGENCIES SINCE 1974. NEW REGULATIONS COVER TARIFFS,
IMPORT LICENSES, EXCHANGE COVER, IMPORT FINANCING
AND DOCUMENTATIONAL PROCEDURES. BRAZIL'S IMPORT CLIMATE IS
CHANGING AND WILL CERTAINLY INFLUENCE OUR EFFORTS IN FY 76.
CRIMMINS

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Disposition Event:
Disposition History: n/a
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